As regards the electronic media, Prasar Bharati, a statutory autonomous Corporation, follows its own code for commercial advertising, which contain stringent provisions for safeguarding the interest of society in general, and consumers in particular. Advertisements transmitted/retransmitted through the Cable Television Network are required to adhere to the provisions of the Advertising Code prescribed under the Cable Television Network Rules 1994 which *inter-alia* prescribes that advertisements shall conform to the laws of the country. The product advertised shall not suffer from any defect or deficiency as mentioned in the Consumer Protection Act 1986, and shall not contain references which are likely to lead to public to infer that the product advertised has some miraculous property or quality which is difficult of being proved.

Earning from advertisements on TV Channels

1093. SHRI C. RAMACHANDRAIAH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the approximate earning from the advertisements shown on TV Channels in a year in Mumbai, Kolkata and Delhi Doordarshan; and

(b) whether there is any check to scrutinize the adds before display and if so, the details of the guidelines being followed in this regard?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) The average yearly earning from advertisements at these Kendras during the last three years are as under:—

DDK, Mumbai — Rs. 19.50 crores

DDK, Kolkata — Rs. 22.75 crores

DDK, Delhi —Rs. 11.50 crores

(b) Yes, Sir. The guidelines followed by Doordarshan in this regard provide for clearance of the story board of the advertisement by Doordarshan before its production and preview of the advertisement based on the approved storyboard in terms of the provisions of the Code for Commercial Advertising. Only such advertisements that are approved through this process are allowed to be telecast on the different channels of Doordarshan.